

YOU ARE INVITED TO PARTICIPATE

In the Biggest, Broadest Merchandising Event Ever Held Anywhere

For sheer bigness no such offer as this has ever before been made. Such a generous, genuine value-giving sale has never been attempted on so vast a scale. It is truly tremendous—representing a total selling valuation of \$18,000 that is given away with shoes marked at identically the same prices for which they are sold the world over. You can't appreciate HOW big it is until you actually see what YOU can get and know that the same identical offer is extended to every other man and woman in buying range of the BERBERICH Stores.

YOU know the shoes in this sale, and you know the value of the free gifts, but you must see them together and realize that you get BOTH at the price of one to really appreciate what it means to the individual. Then multiply this by thousands to realize the stupendousness of this whole offer.

FREE \$2 Worth of Merchandise With Every Pair of Our Women's Shoes

One 2-lb. Box of Lady Fairfax Chocolates . . . \$1.00

Almost everybody in Washington knows the delicious goodness of Lady Fairfax chocolates. That is why we have selected them as part of this great anniversary offer. They are made fresh every hour right here in Washington, according to an old-fashioned Virginia recipe. Rich, pleasant centers of fruits, nuts, or creams, covered with thick coatings of delicious chocolate and packed in attractive two-pound boxes.

One Jar of Pond's Vanishing Cream50

Pond's Vanishing Cream is an excellent aid to a beautiful, fresh, glowing skin. It possesses a skin softening and skin whitening ingredient which is of great value in retaining or restoring a youthful charm to the cheeks. It is made by the producers of the famous Pond's Extract. In addition to its wonderful beautifying qualities it is an excellent lotion for cuts, burns, and bruises, and should be on every woman's dressing table.

One Box Pond's Face Powder50

Pond's Face Powder is just as meritorious a toilet preparation as Pond's Vanishing Cream or Pond's Extract. It has been perfected to a degree of excellence which makes it one of the STANDARD toilet necessities. The full size 50-cent box, which we are giving in this offer, is a dainty affair, which will serve to make you better acquainted with its superlative quality. You may have your choice of flesh color, white, or cream.

Total (Regular Selling Price) \$2.00

Women from every section of Washington are responding by thousands to this greatest of all merchandising events. Think of getting two dollars' worth of standard grade, standard priced merchandise absolutely free with every pair of shoes right at the time when you should buy your Spring footwear. And the shoes are the famous BERBERICH lines—the finest footwear made. The new Spring models in both high and low shoes from the foremost shoe factories of America.

LA FRANCE

Shoes for Women

\$3.50, \$4.00 and \$5.00

The New Models of this famous shoe—the choice of women of taste at home and abroad—are exceedingly distinctive. "The Millinery Modes" are here—the newest, daintiest footwear creations, comprising a range of styles that runs from the most severely plain walking boot to the dainty new Spring Styles in Black and White and in combination of Patent Vamp with quarters of Fawn and Gray Buckskin or Putty and Sand Color Kidskin.

For every occasion, indoors and out, in every shoe fabric and in over sixty styles, the La France Shoe for this spring offers the most in looks, comfort, style, and wear.

Main Store
1116-22
7th Street

Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868

Branch Store
813
Penna. Ave.

